

## CLAIMS

We claim:

1. A system for selling vehicles having a plurality of available suspension options, comprising:

a communication module that facilitates a vehicle seller obtaining information and providing information;

a data module that is accessible using the communications module, the data module providing information regarding the plurality of suspension options available; and

an adjustable suspension module supported on a demonstration vehicle that is adjustable to perform as the available suspension options such that a customer is permitted to sample the various suspension options using the demonstration vehicle.

2. The system of claim 1, including an ordering module that facilitates the vehicle seller placing an order for a vehicle containing a suspension module chosen by the customer.

3. The system of claim 1, including a customer profile module that indicates a customer profile based upon information provided by the customer and provides a listing of available suspension options that correspond to the customer profile.

4. The system of claim 1, in which the data module and the communication module are supported on said demonstration vehicle.

5. The system of claim 1, including a controller that is supported on the vehicle and is used to make adjustments to the suspension module.

6. The system of claim 5, wherein the controller is programmed to automatically make the adjustments.

7. The system of claim 5, wherein the controller makes the adjustments responsive to user input.

8. A method of selling a vehicle that includes one of a plurality of available suspension options using an adjustable suspension module, comprising the steps of:

- (A) informing a customer of the plurality of suspension options;
- (B) adjusting the suspension module to perform as a first one of the plurality of options;
- (C) permitting the customer to sample the first option;
- (D) adjusting the suspension module to perform as at least one other of the plurality of options; and
- (E) permitting the customer to sample the other option.

9. The method of claim 8, including determining the customer's choice ordering the vehicle and specifying a chosen one of the suspension options to be included with the vehicle.

10. The method of claim 8, wherein the suspension module is supported on a demonstration vehicle and steps (B) through (E) are performed using the demonstration vehicle.

11. The method of claim 8, including determining a customer profile and making a recommendation of one of the suspension options based upon the customer profile.

12. The method of claim 8, wherein the suspension options are for passive suspension systems and the adjustable suspension module comprises an active suspension system and wherein step (B) includes setting parameters of the suspension module so that the active suspension system performs like the first one of the plurality of passive suspension options.